

**INFORMATION SHARING REPORT TO THE
NATIONAL HIGH BLOOD PRESSURE EDUCATION PROGRAM COORDINATING COMMITTEE**

At the March 26, 1982, meeting, the Coordinating Committee agreed to adopt a new procedure for the information sharing section of the meeting. Representatives will provide brief written information prior to each meeting. These will be photocopied and distributed just before each meeting. At the meeting, representatives may supplement these written briefs with oral highlights and late-breaking information or respond to questions about news in the written reports. This procedure will begin with the October 1, 1982, meeting.

Instructions

Please use brief paragraphs or "bullets" in preparing the report.

Type or write clearly with black ink as this report will be photocopied and distributed to all members of the committee.

Topics to be identified could include:

- Publications and materials produced for patients, general public, or health professionals
- Conferences, research, educational programs, funding, etc., oriented towards patients, general public, or health professionals
- Specific High Blood Pressure Month activities or publications produced for patients, general public, or health professionals
- Any other plans, activities, materials, or information of potential interest to the Committee.

This form must be returned **no later than April 14, 1986**, to be included in the information packet distributed at the meeting.

Please return to:

Abbe Smith
Kappa Systems, Inc.
2121 Wisconsin Avenue, N.W.
Washington, D.C. 20007

**INFORMATION SHARING REPORT TO THE
NATIONAL HIGH BLOOD PRESSURE COORDINATING COMMITTEE**

ORGANIZATION CITIZENS FOR THE TREATMENT OF HIGH BLOOD PRESSURE, INC.

PREPARED BY MIKE GORMAN, Executive Director DATE March 31/86

1. On January 29-30th, Citizens for the Treatment of High Blood Pressure, Inc., conducted a media program concentrating upon compliance to diet and medication schedules in the treatment of high blood pressure. We believe that the low compliance rate (11%) is the major challenge facing us in high blood pressure control. We received a considerable amount of television and print coverage. Dr. Michael E. DeBakey, Chairman of Citizens for the Treatment of High Blood Pressure, appeared on THE TODAY SHOW and was on several other TV programs on New York City stations.

In furtherance of our compliance orientation, we gave the audience materials to encourage compliance, including a blood pressure wallet card, a two-week medication calendar, and other materials to remind patients of their medication schedules and their medical appointments.

2. On March 24-25th, we conducted our most ambitious effort to date in the area of compliance in both high blood pressure and in cholesterol. At the invitation of Senator Lombardi, Chairman of the Health Committee of the New York State Senate, we conducted a four hour screening of members of the Legislature and their staffs. The response was phenomenal -- we had to close up shop at 2:30 because the Legislature was going into session. The press conference preceding the screening featured short talks by Dr. David Axelrod, New York State Health Commissioner, Dr. Robert I. Levy of Columbia University, Mrs. Alice Fordyce, Chairman of the New York State Citizens for the Treatment of High Blood Pressure Committee, and several key legislators.

We intend to use this pilot trial in New York State as a pattern for additional efforts in other states involving screening of the legislative bodies. The National Conference of State Legislators has invited us to screen Legislative Chairmen of the 50 States at a special meeting here in Washington on May 1-3rd.

We would not have been able to conduct the New York screening without the enormous help of volunteers, since we set up a dozen counselling desks at which all

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Use a separate sheet if more room is needed. Return this report **no later than April 14, 1986**, to Abbe Smith, Kappa Systems, Inc., 2121 Wisconsin Avenue, N.W., Washington, D.C. 20007.

legislators were referred after they had received their blood pressure and cholesterol screening results. Volunteers came from the New York State Health Department, The American Red Cross, The American Heart Association, and the staffs of the appropriate legislative committees. We also owe a debt of gratitude to the KODAK COMPANY which supplied the monitoring machines at no cost to our Organization.